

## American Society on Aging 2007 Awards Programs

### Recognizing Excellence in the Field of Aging

The ASA Media Awards recognize journalists whose work has had an exceptional impact on public awareness of issues related to aging at the local or regional levels.

### Lini S. Kadaba and Rita Giordano

Philadelphia, Pennsylvania  
*Philadelphia Inquirer*

Lini S. Kadaba and Rita Giordano inaugurated the Quality of Life beat at the Philadelphia Inquirer. It takes in a broad range of issues that have led to trend and enterprise stories, including the four-part series, "A Rude Awakening" the 2007 Local/Regional Media Award winning submission. The idea grew from a conversation the reporters had about their aging parents who live in the suburbs and the difficulties they faced day to day. From that seed, the two developed stories that give a glimmer of the future challenges facing the suburbs through the tales of older people struggling today, as well as through statistics and interviews with dozens of officials. In addition to the main stories, the series included multi-media material, sidebars that highlighted innovative programs and a poll on what to call aging boomers who despise the "senior citizen" label.



Our stories hit a chord, with more than 150 readers responding. As a direct result of the series, a local board that oversees housing for the elderly in Philadelphia started the Farnese Symposium to explore solutions to issues of aging in the region. The Oct. 30 program brought together policy makers, including Pennsylvania's Secretary on Aging, as well as legislators, health-care organizations and providers of services. Kadaba and Giordano were recognized at the function. A graduate of the University of Kentucky (Phi Beta Kappa) and Northwestern University's Medill School of Journalism, Kadaba began her career at the Philadelphia Inquirer in 1986, covering neighborhood schools. Over the years, she has had enterprise beats that include social services, worklife and children and family. In 1998, Kadaba took first place in the Pennsylvania Associated Press Managing Editors Award contest for an in-depth profile of a pregnant teenager who was grappling with her choices. In 1994, she was a finalist for the Livingston Awards for Young Journalists for a magazine story on mainstreaming special education students. Her work also has appeared in college anthologies, including America Now and Mirror on America. Kadaba lives in suburban Philadelphia with her husband and 10-year-old son.

Giordano has been a staff writer with the Philadelphia Inquirer since 1995. Prior to that, she was a reporter with New York Newsday in New York City. Throughout most of her career, Giordano has focused on social service issues, including poverty, child welfare, housing, mental health and aging. Her work has received numerous national and regional awards, including Sidney Hillman and Paul Tobenkin awards for a series profiling Philadelphia's poorest neighborhood. She was part of a reporting team that was a Pulitzer finalist for coverage of a deadly Bronx social club fire. Giordano graduated from Syracuse University with degrees in journalism and political science. A native New Yorker, she lives in Philadelphia with her three children.

### Honorable Mention – National Media